

AMENDMENTS TO THE SPECIFICATION

Please replace paragraph 1 on page 1 with the following amended paragraph:

This Application is a Continuation in Part of related U.S. Patent Application Serial Number 09/836,924, now U.S. Patent, U.S. 7,299,256, issued on November 20, 2007, by Salil Pradhan, et al., filed on April 17, 2001 entitled "Creating a Virtual Link Between a Physical Location and its Web Representation" with attorney docket no. 10011962-1, and assigned to the assignee of the present invention.

Please replace paragraph 1 on page 53 with the following amended paragraph:

Figure 11 depicts an exemplary data structure 1100 disposed in a computer memory 1150 for providing information corresponding to a location, according to one embodiment of the present invention. In one embodiment, data structure 1100 functions as a virtual beacon (e.g., virtual beacon 850; Fig. 8B). Data structure 1100 comprises a first data field 1101. Data field 1101 functions to identify a location. Data structure [[800]]1100 also comprises a second data field 1102. Data field 1102 comprises information corresponding to the location. In one embodiment, data field [[801]]1101 comprises a latitude and a longitude. In one embodiment, data field [[802]]1102 can a uniform resource locator, a telephone number, an address, or other information.

Please replace paragraph 2 on page 53 with the following amended paragraph:

The information can also comprise a telephone number, address, or other information. For example, where a party of three was to meet at a certain location and two of them meet prior to the arrival of the third, they may depart and leave the third person a telephone number of one of the other two, so that the third person can contact them. Or the address of a destination and/or a time of arrival, etc., can be left. The telephone number, address, etc., can be left on the field [[802]]1102 of a data structure [[800]]1100 corresponding to the location of the meeting point. The third person can detect the data structure, which can function as a virtual beacon, upon arrival within the vicinity or proximity of the location.

Please replace paragraph 3 on page 53 with the following amended paragraph:

In one embodiment, the information comprising data structure [[800]]1100 is selectively provided to a client device on a network based on contextual information relating to a user of the client device. The contextual information is subject to filtering wherein the filtering functions to deter locating the user.

Please replace paragraph 1 on page 54 with the following amended paragraph:

The contextual information changes dynamically in response to a condition relating to the temporal pertinence of the locational information with respect to said contextual information. The receivability of the data structure to the client device is activated and deactivated in response to said condition (e.g., data structure [[800]]1100 is made detectable and undetectable, to the client device based on the condition).